



(Communities Putting Prevention to Work Project in San Diego County)

Media and Communication Guidelines for Interventions

Common Language for Healthy Works:

The following text is for use by staff, contractors and community partners to reference or explain the project in general written and oral communications. This is simply common language to help articulate the scope of Healthy Works; see below for attribution language.

Healthy Works is a countywide initiative making systems and environmental changes promoting wellness and addressing the nationwide obesity epidemic. Healthy Works, administered by the County of San Diego Health and Human Services Agency, is funded by the American Recovery and Reinvestment Act of 2009 and includes the University of California San Diego, SANDAG, San Diego County Office of Education, Community Health Improvement Partners, and San Diego State University, along with numerous community-based partners. The project is part of the County's "Live Well, San Diego! Building Better Health" initiative, a 10-year vision for healthy communities.

(Additional intervention-specific language should follow as appropriate)

Note: organizations receiving Healthy Works pass-through grants or sub-contracts may adapt this language as appropriate to reflect that additional relationship. Please work with the Healthy Works media team to obtain prior approval for such adaptations that would be reflected on media and communication materials being submitted for County approval.

Attribution Language for Healthy Works Campaign Materials:

Print Language *(for flyers, brochures and any other hard-copy and electronic materials developed as part of the Healthy Works/CPPW program; 10 pt minimum font; placement at discretion of designer; new wording applies to materials produced or re-edited AFTER January 9, 2012.):*

Made possible by funding from the Centers for Disease Control and Prevention, through the County of San Diego.

Print Language in Spanish:

Hecho posible con fondos de los Centros para el Control y la Prevención de Enfermedades, a través del Condado de San Diego.

Spoken Language (*for television or radio spots, PSAs, web video, etc.*):

Sponsored by the Centers for Disease Control and Prevention and the County of San Diego.

Acknowledgment/disclaimer for Healthy Works Publications:

Publications, journal articles, etc. produced under Healthy Works/CPPW contract must bear an acknowledgment and disclaimer, as appropriate, such as:

"This publication (journal article, etc.) was supported by the Cooperative Agreement Number 1U58DP002496-01 from the Centers for Disease Control and Prevention through the County of San Diego, Health and Human Services Agency. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention."

Logos

The logos for use in Healthy Works -related outreach, communication and media materials are the County of San Diego Health and Human Services Agency logo and the Healthy Works logo:



The County of San Diego is currently working through a process to register the Healthy Works mark (logo). "SM" stands for service mark (as opposed to "TM" for trademark), since our mark is used in the advertisement of services as opposed to goods. Until that registration takes effect, we can protect the mark and put others on notice that the County is claiming rights to that mark by printing a small "SM" next to it when it is used in public documents. **By using the logo version with the SM, this satisfies this protection.** In addition, this would serve as "first use" of the SM in the document, so subsequent uses of the words "Healthy Works" would not need to use the SM. **NOTE THIS IS DIFFERENT FROM WHAT WAS STATED IN PREVIOUS VERSIONS OF THESE GUIDELINES.** Once the mark is registered, we can use the ® symbol.



- **Proportions of the HHSA logo:** The HHSA logo was constructed with an aspect ratio (height to width) of 1 : 3.03. Particular attention should be made when placing the HHSA logo in an application (such as Microsoft Word, or PowerPoint), where the image proportions are changed simply by dragging the corners of the picture window box, which will change the aspect ratio of the logo.
- **Minimum Size:** Minimum size that the HHSA logo may be reproduced is 1 in.
- **Color Backgrounds:** When placing the logo on any colored background, frame it with a white box unless that detracts from the design of the material.
- **Reversed to White:** PANTONE 654 C is suggested for the use of a reversed logo. Grays may be reproduced as a percentage of black -- lightest acceptable is 40%.
- **Graphic Formats:** The HHSA logo can be requested in most graphic formats. By default, the file is most commonly used as a .jpg, .png, or .eps.

If needed, additional information and details can be referenced in HHSA Logo Usage and Guidelines (Fall 2009) document. Please contact Public Health Services for a copy.

IMPORTANT: In the event that a media or communications document cannot accommodate both the Healthy Works logo and the HHSA logo, the HHSA logo is to serve as the default logo.

Healthy Works Media Advisories/Press Releases

Use common language as stated above to describe the scope of the Healthy Works project.

Follow specific guidelines related to media/communication materials that may be stipulated in the intervention contract. For questions, contact your Public Health Services program or contract staff representative. For references to "Acknowledgement of Federal Support" which defines the percent of costs financed with Federal money, the dollar amount of Federal funds, and percentage and dollar amount of the project financed with non-governmental sources, **please ignore this requirement.** We have verified with the CDC that this language is not required for media-related documents. This may, however, still relate to reports, journal articles, and other formal documents. In such cases, draft footnote language with your Public Health Services program staff representative for use throughout the contract term (*does not need to change with each milestone activity or specific effort*).

Review/Approval

Once documents are finalized within the contractor/intervention team, submit to your Public Health Services program staff representative for review, approval, and release as requested. Please cc: Carey Riccitelli to help facilitate the process. For those working directly with UCSD and/or AdEase, Dan Bennett will forward for review.

Whether the media documents are being released by the County or by the Healthy Works/CPPW contractor, submit documents for review and approval **at least 72 hours in advance of requested media release date.**

Healthy Works/UCSD Media & Marketing Coordinator Dan Bennett and Healthy Works/HHSA Media & Communications Coordinator Carey Riccitelli are available to provide prior review and technical assistance as requested.

Contact Information

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